Multimedia Design

Career Cluster	Arts, A/V Technology, Communications
Course Code	10203
Prerequisite(s)	
Credit	.5 to 1 Credit
Graduation Requirement	
Program of Study and Sequence	Intro to Arts, A/V Technology & Communications – Visual Communications or Journalistic Design – Photography I – **Multimedia Design** – Media Production
Student Organization	Skills USA, FBLA
Coordinating Work-Based Learning	Field trips, guest speakers, advisory board, job shadowing
Industry Certifications	
Dual Credit or Dual Enrollment	
Teacher Certification	
Resources	local postsecondary institutions, media outlets and online tools

Course Description:

Multimedia Design gives students experience and knowledge in all forms of mixed media and content. Multimedia presentations combine text, graphics, animation, images and sound from a wide range of media, such as films, newspapers, magazines, online information, television, videos, streaming and electronic media-generated images. Students will learn how to select the appropriate medium for each element of the presentation and gauge the needs of clients and the intended audience. In addition to their general academic and technical knowledge and skills, students gain an understanding of career opportunities available in technology and what employers require to gain and maintain employment in these careers. The course may concentrate on a particular medium within the selected pathway(s).

Program of Study Application

Multimedia Design is a level III pathway course in the Arts, A/V Technology and Communications career cluster in any of the four pathways: Printing Technology, Journalism & Broadcasting; Telecommunications/AV Technology and Film; Visual Arts; and Performing Arts

Course Standards

MD 1 Explain career opportunities in multimedia

Webb Level	Sub-indicator	Integrated Content
One Recall	**MD 1.1 Summarize multimedia career opportunities** Examples: - Define various types of media that make up a multimedia project - Research careers in multimedia - Recognize components of multimedia - Describe necessary skills for multimedia creation	Portfolio, SDMyLife.com, US Dept. of Labor, American Institute of Graphic Arts, International Council on Communication Design
Two Skill/Concept	**MD 1.2 Explain professional behaviors, skills and abilities needed for multimedia careers** Examples: - Understand copyright laws concerning multimedia - Differentiate between educational and commercial guidelines for copyright - Compare multimedia tools used by professionals - Research skills needed in multimedia professions - Identify and describe the roles of communication, such as informing, persuading and educating - Conduct guest interviews	
Three Strategic Thinking	**MD 1.3 Recognize levels of quality in multimedia based on industry standards** Examples: - Compare and contrast various project examples - Define criteria needed to create quality multimedia projects - Recommend how quality of a product can be improved - Illustrate client factors that affect quality of products	

Notes

MD 2 Explore fundamentals within multimedia collaboration

Webb Level	Sub-indicator	Integrated Content
Two Skill/Concept	**MD 2.1 Interpret use of multimedia in everyday life** Examples: • Recognize audio, visual and interactive components of multimedia • Gather examples of multimedia embedded in websites. • Explore the many uses of multimedia in advertising • Explain how multimedia can enhance visual and performing arts	YouTube
Two Skill/Concept	**MD 2.2 Interpret design layout to reflect client expectations** Examples: • Use graphics, design and multimedia terminology to present proposal to client • Compare multimedia to meet specific needs • Analyze and critique various examples of multimedia projects; develop a rubric identifying exemplary components of multimedia	Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits
Two Skill/Concept	**MD 2.3 Demonstrate appropriate use of multimedia tools** Examples: • Identify multimedia creation tools • Practice recording sound and voice • Locate recorded audio file in computer storage • Manipulate an image or sound • Use graphics, transitions and titles	Adweek.com, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits
Two Skill/Concept	**MD 2.4 Apply proper maintenance procedures for equipment** Examples: • Handle and store tools, equipment and materials properly • Locate and perform manufacturers' maintenance procedures on selected tools, equipment and machines • Follow safety manuals, instructions and requirements	Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits, Equipment Manuals

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MD 3 Organize multimedia projects

Webb Level	Sub-indicator	Integrated Content
Two Skill/Concept	**MD 3.1 Outline customer requirements** Examples: • Analyze customer needs • Research ways businesses use multimedia in marketing • Brainstorm new ideas for a multimedia advertisement • Identify a product for a target audience, target audience needs and how to meet those needs • Observe and critique an existing multimedia presentation • Prepare a storyboard to meet expectations	Maslow's Law, Storyboard That, Utah Education Network, Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits
Four Extended Thinking	**MD 3.2 Construct a multimedia plan** Examples: • Create a basic script and storyboard with an effective message • Develop three or more ideas for multimedia projects • Evaluate/revise scripts and storyboards • Proofread content in a multimedia project • Present script/storyboard to the class for feedback • Analyze edited projects for quality • Develop timeline for completion • Apply a budget for pre- and post-production • Determine the most effective strategies to minimize costs • Create a yearbook ladder or newspaper dummy sheet	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits
Two Skill/Concept	**MD 3.3 Categorize project tasks into tools, techniques and personnel** Examples: • Examine production roles to be filled • Collaborate with design layout team • Develop cast, props, locations and sets • Explore role of the project leader • Explore software selections and equipment needs	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits

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MD 4 Create a multimedia project based on current industry standards

Webb Level	Sub-indicator	Integrated Content
Four Extended Thinking	**MD 4.1 Construct multimedia projects based on developed plans** Examples: • Produce a multimedia web advertisement for a client • Produce an informational tutorial • Create an interactive newsletter • Publish a multimedia project	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits
Four Extended Thinking	**MD 4.2 Analyze multimedia presentation** Examples: • Critique multimedia presentations • Present final multimedia in class for peer review • Screen multimedia with customer for review and feedback	Portfolio, Journalism and Broadcast Media, Performance Productions, Audio/Visual Productions, Student Exhibits

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